

To Make America More Beautiful and Fruitful

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LIV No. 9

NOVEMBER 1, 1931

Per Copy 20c

S & H ROSES Now Ready to Move

Our Roses have prospered this year and have made splendid growth. Most types are now ripe and ready to dig. Below, we give a partial list of leading varieties, for your consideration. Write us for prices on whatever you are interested in, and ask for our Bulletin No. 2 if you were missed.



HYBRID TEAS

Betty
Betty Uprichard
Briarcliffe
Chas. K. Douglas
Columbia
Dame Edith Helen
Earl Haig
Elvira Aramayo
Etoile de France
Etoile de Hollande
Francis Scott Key
Gen. McArthur
Gen. Superior A. Janssen
Gruss an Teplitz
Jkhr. J. L. Mock
John Russell
Killarney Pink
Killarney Double White
Lady Ashtown
Lady Hillingdon
LaFrance
Lord Lambourne
Los Angeles
Miss Lolita Armour
Mme. Butterfly
Mme. Caroline Testout
Mme. Edouard Herriott
Mme. Jules Bouche
Mrs. Aaron Ward
Mrs. Erskine Pembroke Thorn
Mrs. Henry Bowles
Mrs. Wakefield Christie-Miller

HYBRID TEAS (continued)

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Padre
Pink Pearl
Premier
President Herbert Hoover
Radiance
Red Radiance
Rev. F. Page-Roberts
Souv. de Claudius Pernet
Souv. de Georges Pernet
Talisman
William F. Dreer
Willowmere

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Baby Tausendschon
Crimson Baby Rambler
Ellen Poulsen
Erna Teschendorf
Gloria Mundi
Golden Salmon
Greta Kluis
Ideal
Lady Reading
Miss Edith Cavell
Orange King
Orleans
Triomphe Orleanaise
Verdun

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Anna de Diesbach
Capt. Hayward
Frau Karl Druschki
Gen Jacqueminot
George Arends
J. B. Clark
Magna Charta
Mme. Albert Barbier
Mrs. John Laing
Paul Neyron
Ulrich Brunner

MOSS ROSES

Blanche Moreau
Crested Moss
Henri Martin
Salet

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American Pillar
Climbing Am. Beauty
Crimson Rambler
Dorothy Perkins
Dr. Huey
Dr. Van Fleet
Eugene Jacquet
Excelsa
Flower of Fairfield
Marie Gouault
Mme. Gregoire Staechelin
Paul's Scarlet Climber
Tausendschon

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Agnes
Amelia Gravereaux
Conrad Ferd. Meyer
F. J. Grootendorst

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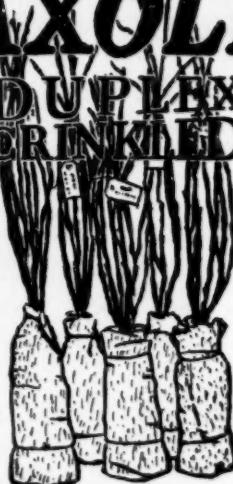
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Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.

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Farms close: 10th and 25th

AMERICAN FRUITS PUBLISHING CO., P. O. Box 124, Rochester, N. Y.

AMERICAN NURSERYMAN --- November 1, 1931

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

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AMERICAN FRUITS PUBLISHING COMPANY, INC.

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FALL -- 1931

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AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade
National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LIV

ROCHESTER, N. Y., NOVEMBER 1, 1931

No. 9

Nurserymen Help Solve Unemployment Problem

And at the Same Time Greatly Increase Sales of Nursery Stock While Adding Materially to Community Property Values—Decatur, Ill., Example

TREES to be sold and planted by men recruited from the ranks of the unemployed in Decatur, Ill., was the substance of a decision on Oct. 12 at a conference between Decatur Nurserymen and Herbert Hendricks' civic improvement committee. Assured by Nurserymen that they could furnish the varieties of trees offered by the committee, at prices comparable with any quoted by out of town concerns and in any quantity desired, members of the committee voted immediately to give the business to the home Nurserymen.

A committee composed of Henry Daut, Julius Strocher, Jr., Charles Brammbush, and John Bommersbach, chairman, says the Decatur Herald, was appointed by the Nurserymen to work with the civic improvements committee in carrying on the work.

Orders for more than 280 trees already had been taken by solicitors engaged through Mayor O. W. Smith's registration committee. These orders were placed immediately with the Nurserymen's committee and by its members apportioned among the Decatur concerns. By this method each proprietor of a Decatur Nursery will receive a fair share of the business created by the committee.

Solicitors are to call on residents of Decatur homes, explain the project, and take orders for trees made available by the committee. Solicitors are not to be given money by those ordering trees. The money must be mailed or taken to Paul Lewis, treasurer for the committee, in the Millikin National Bank. Nurserymen then are to certify the orders. Men engaged through the registration committee and given a course of training in tree planting then are to be sent to the buyer's home to set out the trees.

The solicitors will receive 25 cents for each tree, up to the fourth tree in each order. The price of all trees in excess of four ordered by one person will be reduced 25 cents each, and the solicitor will receive a commission on the first four only. The men who plant the trees will receive 25 cents for each tree planted, regardless of the number in any one order. The remainder of the purchase will go to the Decatur Nurserymen in payment for the stock.

The park department has approximately 100,000 young trees ready for transplanting, it was reported by J. A. Frazier, superintendent of parks. This stock is to be used entirely in the improvement of park grounds; none of these trees are to be sold or used in private grounds. A number of extra workmen are at present engaged in landscaping and grading in the vicinity of the white pavilion in Nelson park, and in similar work around the new tennis courts in Fairview park, Mr. Frazier reported.

As indicating the extent to which landscaping results from a civic movement of this kind, the Herald says:

W. L. Hamilton, commissioner of streets, reported progress in the extension of Lake Shore drive from Sixteenth street east to Lost Bridge road, and plans for landscaping and planting a triangle of ground at the intersection of Sixteenth street and the Lake Drive extension.

Improvements around the large gas storage tank of the Illinois Power & Light corporation on Cassell hill were reported by Mr. Hendricks. A crew of men taken on through the registration committee began work Monday giving the container a coat of paint and more men are to landscape and plant the grounds around the container.

The Lions Club is to sponsor landscaping and planting in the grounds of the Boys' Opportunity home. The American Legion auxiliary has contributed \$40 for the purchase of trees along Lake Shore drive. A number of similar projects are being planned.

Japanese Beetle Damage

Damage to orchard, garden, and field crops resulting from the Japanese beetle in the areas generally infested was heavy this summer, according to plant quarantine officials of the United States Department of Agriculture. Sections of New Jersey near Riverton, where the pest was first discovered in the United States, suffered heavy infestation and crop destruction.

Plant pest-control officials from Georgia, Illinois, Louisiana, New Hampshire, New York, Ohio, South Carolina, and West Virginia made inspection trips through the infested area this summer to observe the habits of the beetle, survey the crop losses, and study the control measures in use.

U. S. Botanic Garden Conservatories—Contracts have been let for these monumental structures to replace the old ones at foot of Capitol Hill in Washington, D. C. Congress appropriated \$750,000 therefor. The material will be aluminum and glass throughout, with masonry of Indiana limestone. The area to be covered is 183 x 284 feet. The palm house will be 100 ft. square, 96 ft. in height; main building 46 x 200 ft.

Million Tree Memorial

What Are Nurserymen Doing About It?

A nation-wide movement has hooked up with the idea of planting trees in celebration next year of the George Washington memorial. Jewell Trade Journal remarks that a million trees divided equally for planting in the states would require planting of 20,000 trees per state and it continues regarding this opportunity thrown into the lap of the plant industry:

"Last week, at the State Fair, the editor met a retired banker, whose hobby is trees and conservation. We had listened to a 4-H boy speak a piece about the Washington Celebration. As we moved on, the banker said: 'There is opportunity for the tree growers of the country to give some real service, and to make some money at the same time. Between the large trees and the small ones which should be planted in the program there should be at least ten million dollars worth of material used. Are the Nurserymen doing anything about it? Right now if you could give me a booklet with plans, ideas, descriptions and prices, I am sure I could take it back to my home town and get some club to set 500 trees next spring.'"

Well, is not right here a place for a copy of the Nurserymen's Publicity Campaign booklet—not only in the hands of the banker referred to, but in the hands of influential men and women in every community?

Mouse Bait—Mice injured but 300 trees of 215,000 that were protected by mouse bait last year, according to W. E. Blauvelt of the N. Y. State College of Agriculture. This bait is made from steam-crushed oats properly mixed with strychnine and protected with paraffin oils.

The Salvation of the Wholesaler

(From the Catalogue of the Chase Nursery Co., Chase, Ala.)

Economy that cheapens or lowers the quality of the product is not true economy. True economy, for instance, may mean an actual increased cost in cultivation or in additional root-pruning, or the more frequent shearing of evergreens, or it may mean an added investment in needed equipment—the trick is in deciding right as to whether or not it is really needed. He who can decide right fifty-one per cent of the time is good; if he can score 60 or more he is a wonder. The practice of true economy is the salvation of the wholesaler on this market. All of us should be learning a lot these days about cutting corners, plugging holes, watching credits and costs. Who said: "He who is thrifty at all times is comfortable in hard times."

Having delivered ourselves of this preaching on thrift and economy, may we say that it is a good time to analyze your own production costs and see if perhaps the items you use in largest quantity cannot be bought from the wholesaler at less cost than you are actually paying to produce them yourselves?

Fine Press Cooperation in Publicity Campaign

Yard and Garden Contests Appealed Strongly Because of Beneficial Results for the Community—Editorials Typical of Hundreds Are Cited

ONE of the most gratifying results of the Nursery industry's four-year advertising and publicity campaign is the support and good will which has been created among the newspapers for Nursery products. This has been accomplished by presenting two pictures, first the individual family's yard, made beautiful by proper planting of trees, shrubs and flowers, and secondly the community as a whole, vastly improved in appearance as a result of the planting developments which have taken place on the individual plots of the Joneses and Smiths.

Publicity contact between the Nursery industry and the press has been handled through the Yard and Garden Contest Division. The main avenue of approach has been the Yard and Garden Contest although general planting information has been broadcast in the form of specially prepared press sheets issued both in the spring and fall of the year.

Editors Clearly See Advantages

Yard and Garden contests have appealed to the press largely because of their beneficial results for the community as a whole although the dividends they pay to the individual family in the way of greater personal satisfaction, enjoyable living and increased real estate values have not been lost sight of. Newspaper editors have clearly seen the advantages to their community from a planting campaign which makes their town more attractive to its own citizens as well as to town and country neighbors, tourists, travelers, potential traders and settlers and the advance agents of expanding business enterprises. And for these unselfish reasons they have given generously of front page space, of their editorial columns and of their commanding influence to the successful promotion of the Yard and Garden Contests.

In fact, in a great many instances the newspapers have sponsored these contests as their own office campaigns, financing them from their own pockets and organizing and directing them with their own personnel. Of the 691 planting campaigns which have been conducted during the present year more than 150 were sponsored either in whole or in part by the newspapers. Frequently the editors state in their newspaper columns as well as in correspondence with the Yard and Garden Contest office at Davenport, Ia., that these competitions have been of more benefit to their community than any other civic campaign they have ever conducted. These newspapers include metropolitan dailies as well as small town weeklies.

Hearty Press Comment

Just to show the present attitude of the press toward planting campaigns and Nursery products, we quote the following editorials, remembering that the editorial columns are the sanctum sanctorum of newspaper space reserved for the editor's personal views, expressions of newspaper policy, comment on the significant news of the day and recommendations for the public welfare. These editorials are typical of hundreds of others received from all parts of the country by the Yard and Garden Contest division at campaign headquarters:

Observations

By T. B. W.

(From the Marshfield, Mo. Mail)
The paramount policy of the Mail has been to render service to this community. This ideal was passed on to the present publishers by their father whose life was always an example of service to his town and county. We hope that we may continue to live up to his present precepts in the coming years.

In sponsoring the Yard and Garden Contest which recently ended for 1931, but to be resumed each succeeding year, the Mail feels that it is in part living up to the ideal of service in this community. If the results of this one year was all that will be accomplished through the Yard and Garden Contest it would be well worth while, but by accumulative results from year to year we hope to see Marshfield become a city noted for its beautiful home grounds. We ask the cooperation of everyone to achieve this result. In announcing next year's contest now, everyone should have a chance to prepare for it. We hope to have twice as many entries next year. We want all the winners this year to try to repeat, and we want the ones who did not win this year to win next year. Remember "You Win If You Lose."

Our Civic Opportunity

(From the Glen Cove, N. Y. Record)

Participation in the Yard and Garden Contest by every family in the community will make this section of the North Shore known far and wide as "The Land of Beautiful Homes." How this will be accomplished is shown by the experience of other places where these contests have been held.

One family enters the competition and begins to set out trees and shrubs and flowers, making their place more attractive and livable. Their neighbors then see how they can beautify their grounds and they also get busy planting, not wishing to be left behind in the improvement work. The idea spreads from house to house in a healthy contagion and soon the homes along an entire street have been beautified.

A few such transformations as this give a new aspect to an entire community. It gets a reputation as a delightful place in which to live. Such a distinction is an excellent advertisement, a real asset.

In these days of strenuous competition between communities, the trade of the surrounding country, the patronage of travelers and tourists, the new residents, business branch houses and industrial plants come to the most attractive and best advertised locations.

Often one community is preferred above dozens of competing cities for the location of an important development because the home environment is found to be most attractive there. More and more, American communities are coming to be judged and rated by their appearance. That beautiful cities are growing cities was one of the facts disclosed by the last census.

A Worthy Enterprise

(From the Mission, Tex. Times)

The Yard and Garden Contest started last week under the auspices of the Young Men's Business League, and sponsored by leading civic enterprises, including this newspaper, is certainly a very worthy undertaking and one deserving of the support of everyone. And when we say support, we mean the active, earnest efforts of every resident and home owner of the city. Pulchritude is just as important among cities as it is among women. We all admire a charming woman, and we all admire a good looking town, with attractive yards, beautiful flowers, and a spirit of pride and thrift.

The Yard and Garden Contest is the best and most intelligent move we have ever started here to accomplish civic beauty.

That is realized for every civic organization is giving its active support. The Times urges every housewife to enter the contest, for as the slogan goes, "You Win If You Lose."

Benefits of Beautification

(From the St. Louis County, Mo. Watchman Advocate)

A beautiful yard is a benefit not only to the owner of the premises, or to the tenant who strives to improve his surroundings, but to the whole neighborhood and to the entire county as well.

With active cooperation St. Louis County can be made one of the most attractive residential sections in all America.

A Nurseryman's catalogue is a delight from cover to cover. The trouble with many of us is that we look upon the old favorites as easier to grow than the new varieties. We don't ask enough questions, and some of the commercial growers of flowers and shrubs and trees take too much for granted. They imagine the average home owner knows all about the stock in the Nursery, when, as a matter of fact, most of us wouldn't know an Aquilegia from a Zephyranthes.

The Advocate's Yard and Garden Contest not only affords an opportunity to win handsome and valuable prizes, but it offers a helpful course in flower culture and the proper care of lawns, shade trees and the premises in general. You are urged to join the Advocate's contest. It is not an idle remark to state that "You Win If You Lose."

Beautifying Lorain

(From the Lorain, Ohio Times Herald)

Friday night saw the culmination of the second successful campaign conducted by the Times-Herald to foster civic beautification in Lorain when three judges selected winners in its annual Yard and Garden Contest. Nearly two scores of home owners in the city competed for the prizes. This number, however, represented only a small section of the hundreds of residents who caught the spirit of the event and gave of their time, money and energy to make their home surroundings more pleasing to the eye.

The Times-Herald wishes to express its appreciation for the cooperation of Lorain's gardeners in general in its efforts to make this city a more beautiful place in which to live and one which will create a favorable impression with persons from all sections of the country who pass through here.

Plans are now underway for conducting a contest next year and if contemplated arrangements materialize, it purports to surpass all previous attempts. Your participation is invited. You are urged to start your planning now. It is not too soon to do so as will be realized next spring.

But whether you are considering entering your yard and garden in the contest, the Times-Herald is interested in having you work for yourself. The motto of the Yard and Garden Contest has been "You Win If You Lose," meaning that you are proportionately compensated for the work put into beautifying your home surroundings by the results and satisfaction obtained.

This year's contest stressed to a great extent the modern trend of developing the back yard and creating in it an outdoor living room, rather than devoting all attention to the front yard. It is this movement which is responsible for making people conscious of the value of amateur gardening.

New Apple and Pear—Michigan has a new apple and a new pear, developed at the Dow Nurseries, Midland. The apple has been christened the "Dow" and is an early variety, large and highly colored. The pear, called the "Midland," is of medium size, yellow coloring and is harvested just after the Bartlett.

The Every Day Adjustment Now In Progress

**By Individuals and Concerns Is the Only Way to Correct Conditions in Business World
—It Can't Be Done By Law—Thrift and Economy**

[In a spirit of conducting careful consideration of and plans for action thereby, to the end that there may be at once united effort throughout the trade for marked advancement in all phases, Henry B. Chase directs special attention to the following:]

THE SEVEN FOLLIES OF BUSINESS

(Clipped in 1930)

Evans Woolen, President of the Fletcher Savings and Trust Company of Indianapolis, has published this list of "business follies."

1. The folly of having thought and acted as if the rate of business activity in the early part of 1929 could be continued indefinitely.

2. The folly of regarding the depression as caused by the stock market crash, which came four months after the depression had started inexorably.

3. The folly of thinking that the depression was only "psychological" and could be shooed away by big talk.

4. The folly of the provincial view that "we have nothing to do with abroad," that business here can get well while business abroad is sick, and that we can shut out imports without impairing the markets abroad which are essential for our surplus products.

5. The folly of mortgaging future income for luxuries and of thinking that business can be permanently stimulated by a practice which anticipates, but does not enlarge purchasing power.

6. The folly of expanding business by advertising and salesmanship that absorb all the profits.

7. The folly of not now organizing each his own affairs to meet conditions as they are, instead of relying on predictions that activity like that of early 1929 is around the corner. To be sure, the predictions may turn out to be true—if they do, so much the better—but again they may not.

"The quicker we can get away from the thought of correcting matters by edict of law, the quicker will we bring about stabilized conditions," says Mr. Chase. "It can't be done by law. It is a question of each

adjusting to meet conditions as they are. This process of adjustment is going on every day, and when each individual, firm and corporation really and truly begins to meet conditions as they are in their own affairs we will begin to get somewhere."

Nurseryman Honored

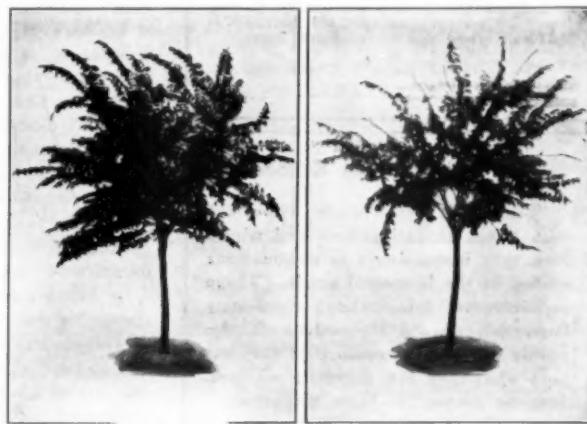
J. D. Meriwether, San Fernando, Cal., Nursery, has been named chief of the Division of Nursery Service, Bureau of Plant Industry, of the California Department of Agriculture, Sacramento. A voluntary tax of \$10 as license fee was assumed by the California Nursery industry to provide for adequate pest control in Nurseries of the state and to insure effective inspection methods in transportation of stock.

Diagnosis and Remedy

The trouble of the railroads arises from three main factors: the business depression, the unrestricted competition of the new forms of transportation, and excessive taxation. We may believe that the first will pass, but the second and third certainly demand attention. I would not unduly restrict or seek to eliminate the new forms of transportation. Decidedly not! Rather let us put them on the same basis as the railroads and the railroads on the same basis as them. Instead of continuing as road and waterway pirates, let us make them common carriers, subject to the restrictions that have proved wise for the railroads. This means the establishment of regular rate schedules, the maintenance of operation schedules, a fair share of taxation, and other burdens that fall to the rail lines.—Professor William Z. Ripley, Harvard University

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tells how**



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AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

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PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

Published Semi-Monthly by
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39 State Street, Rochester, N. Y.

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of publication.

ROCHESTER, N. Y. NOVEMBER 1, 1931

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production."

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes. Cut rates, "clubbing," premiums, and deferred payments are not used. It carries no subscription in arrears.

The Mirror of the Trade

Nurserymen Making America More Beautiful

COMMENTING on the remarkable results of the Yard and Garden Contest feature of the Nurserymen's Publicity Campaign, the contest manager, George M. Sheets, says: "Everywhere the contests have brought results. Actual dollars have been added to property values by the clearing up and planting of individual home grounds. Appearance of cities as a whole has been greatly changed for the better. Attractive yards make inviting streets. Beautiful thoroughfares distinguish any community. Greater civic pride and loyalty are built up."

UTILITARIAN WORK AHEAD

In the October issue of the American Nurseryman, page 141, James L. Hickok, Mount Vernon, N. Y., suggests an important outlet for commercial Nursery stock—soil-binding trees and shrubs to prevent erosion which has already destroyed 17,500,000 acres of farm lands. He says: "As I see it, when it becomes better and generally known that land owners and renters must deal with erosion to conserve soil, fertility and moisture, there will be a big demand for the soil-binding types of shrubs and trees. Why is not looking ahead in anticipation of this demand 'good business' for Nurserymen to prepare for and realize from?"

The important subject of erosion of land has been discussed repeatedly. One of the most convincing arguments in behalf of checking erosion as a big factor in conserving natural resources is that by J. Russell Smith, professor of economic geography, Columbia University, whose addresses and teaching and his book "Tree Crops," 1929, have done much to direct the attention of those in public places and the people generally to the subject. Recently, too, H. H. Bennett, in charge of soil erosion and moisture conservation investigations, Bureau of Chemistry and Soils, U. S. D. A., Washington, D. C. discussed the subject in the Country Gentleman. His article tells what is being done and refers to the experiment station work conducted jointly by N. Carolina, Missouri, Texas, Kansas, Oklahoma, the Northwest wheat belt and the Federal Department of Agriculture.

In another column Mr. Bennett, in response to the request of the American Nurseryman, cites kinds of Nursery stock that can be used effectively to check erosion and states that the bureau is putting under experimentation a large number of soil-conserving grasses and plants. Soil experiment stations have only recently been started.

Mr. Hickok says: "It seems to me self-evident that with excessive ground water drainage, rapid surface water run-off, lack of protective forests (also causing floods) drought conditions are influenced if not directly caused." This opinion has long been generally held. What Mr. Hickok has emphasized to very good purpose, indeed, is that Nurserymen should have a great part—and profitably too—in aiding the checking of soil-erosion through tree planting which in turn, should tend to prevent both floods and drought.

And, indeed, is there not a field for Nursery trade activity other than in purely ornamental lines?

Why should not Nurserymen be actively interested in the utilitarian enterprises; as, for instance the one above cited? And, for instance, the one cited by J. B. Baker in the last issue of the American Nurseryman, page 155?

Have readers of this journal ideas on the subject for dissemination through these columns?

If additional outlets for Nursery stock on hand and to be produced are needed, isn't it worth while to spend time to consider and discuss them?

WHAT SOCRATES DRANK

It seems that even the peaceful life of the tree lover cannot escape the pertinacity of Dame Rumor. We had scarcely disposed of the allegation that the American black walnut tree deleteriously affects vegetation under or near it, when it was necessary for the Pennsylvania Forest Department to come to the defense of that forest king, the hemlock tree, official tree of the Keystone State, whose sap had been declared poisonous. A department official is quoted by the United Press:

"The Athenian philosopher, Socrates, who drank the brew of hemlock, did not drink the sap from a hemlock tree, but the fatal infusion of a plant called the hemlock, a herb related to the wild Cicuta (Conium maculatum).* Another point considered of interest to students is the derivation of the scientific name of the hemlock. *Tusga canadensis*. *Tusga* is not of Indian origin, as many people suppose; it is Japanese."

And that's that. Next!

*Has a mouse-like smell and is well known as the plant from which the poison drunk by Socrates was obtained.—Andrew Boyle's Everyman Encyclopedia.

To Plant 10,000,000 Trees—In one Pennsylvania county, Berks, 1,232,543 trees have been planted in the George Washington 200th Anniversary campaign to plant 10,000,000 trees. Are there available Nursery trees for this purpose that are yet unsold?

Garden clubs of Montgomery, Ala., conducted an exhibit Oct. 27-29. One of the judges was Mrs. Fletcher P. Crown, a graduate of the American Landscape School, Des Moines, Ia., a student of rock plants at Mayfair Nurseries, Bergenfield, N. J. She won the Peachtree Achievement Medal in 1930 with her original garden school and took a special course at the School of Horticulture for Women at Ambler, Pa.

American Nurseryman Indexes

For the Well Informed

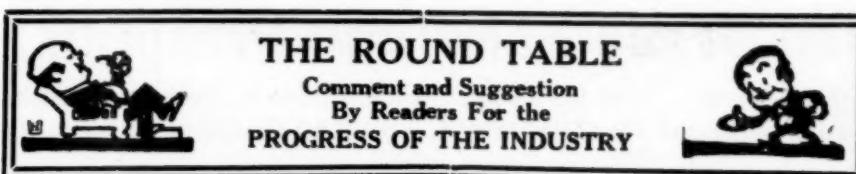
On the inside back covers of recent issues of this journal have been published indexes of its contents as follows:

Sept. 1 Issue—Vol. LIII, Jan.-Mch. 1931

Sept. 15 Issue—Vol. LIII, Apr.-June 1931

Oct. 1 Issue—Vol. LIV, July-Sept. 1931

File for Reference



THE ROUND TABLE
Comment and Suggestion
By Readers For the
PROGRESS OF THE INDUSTRY

Substitute "Hortus" For "Standardized Plant Names"

Discussing the proposed production of a revised edition of Standardized Plant Names, as proposed to the A. A. N. at the Detroit convention by Harlan P. Kelsey of the American Joint Committee on Horticultural Nomenclature, P. J. Van Melle, Poughkeepsie, N. Y., says:

Is the continued use of Standard Plant Names or the publication of a revised edition justified? I think not. As a mere spelling aid there is no need of it today, since we have so excellent a handbook as Hortus available. What advantages of form or spelling, so far as trade usage is concerned, could a revised edition offer over and above Hortus?

I submit that, today, if the trades could in a like manner adopt Hortus as the official guide to plant names, Hortus would furnish a more valuable, more informative guide to plant names than S. P. N. ever can be. With Hortus available I can see no need or desirability of expending \$10,000 upon a revised edition of S. P. N.

I would place more reliance upon Hortus as our official guide than I do upon S. P. N. as a would-be Code of Standardization. Can anyone tell me why the adoption of Hortus would not furnish us with a sounder basis for uniform usage than S. P. N. does or can?

The very idea of standardized trade nomenclature is, today, premature. The chief obstacle in the way of such an arbitrary sort of code is that the study of our domestic flora, of our cultivated plants, has not progressed to the point where there is available a sufficiently complete or organized record of horticultural plant materials. So long as no such record exists, there will be no basis for anything like standardized nomenclature, in a trade sense. A code is not worth a fig unless it is readily demonstrable as to its meaning. And there are no means today—there is not a sufficiently organized record of the identity of our cultivated plants, to base any trade code of nomenclature on.

When, as it is said in the event of a revised edition of S. P. N. it will include thousands of new names of rock plants and herbaceous materials,—there will not be the means of demonstrating the proper meaning of those names in terms of plant materials. Neither the cyclopedia nor the economic herbarium are today in a position to demonstrate clearly and readily the meaning of such thousands of rock plant names. Existing records today are too exclusively made up of pure, natural plant forms, such as are scientifically recognized. They do not include enough of cultivated plant forms.

S. P. N. stands under a boastful, pretentious and misleading title; is wrongly understood to represent an important step toward the standardization of trade practice pertaining to plant names; is no more and cannot be more than a spelling aid; as such there is no need of it, since we have a better handbook available in Hortus.

President J. Howard Burton, Casstown, O., and H. S. Chard, Storrs & Harrison Co., Painesville, represented the Ohio Nurserymen's Association at the recent hearing in Washington, D. C., on the proposed extension of Japanese beetle quarantine to points in Ohio. Such extension was not made.

Demonstration Nursery—State Forester Austin F. Hawes and Dr. George E. Nichols, professor of botany and director of the Marsh Botanical Garden at Yale, will be first contributors to the demonstration Nursery being developed by Connecticut College. Dr. Nichols has offered to supply specimens of 75 varieties of trees and shrubs and Mr. Hawes has promised to supplement this gift.

Heartily in Accord

Editor American Nurseryman:

We are heartily in accord with the idea by Mr. Baker of Fort Worth, of advocating the development of public parks with Nursery stock at this time to reduce the surplus. Usually, however, the park department has sufficient help on its pay roll to plant quite a lot of stock without additional men. In some cases it may be that it can put on quite a few men for a short time.

We believe there is no better time for the development or beautification of a park than at this time, especially since prices are down below production cost. There would be quite an advantage in the improvement at this time. We have, however, knowledge of a number of parks which have their own Nursery and have produced sufficient stock to care for their needs and in some cases they have a surplus.

We are heartily in accord with any movement that you advocate that will bring about the sale of Nursery stock at this time.

H. J. WEBER & SONS NURSERY CO.
Afton, Mo. Wm. A. Weber,
Oct. 23, 1931 Secy. and Treas.

Editor American Nurseryman:

We agree with J. B. Baker, Fort Worth, Tex., in his idea that this is a good time for further public park improvement. We have for some time been encouraging planting by public institutions and organizations.

LITTLE TREE FARMS
Framingham Center, Mass.

Receiver Appointed—Upon application by President Rudolph Roehrs, of the Julius Roehrs Co., Wallington, N. J., a receiver, Charles Hasselhuhn, has been appointed. The liabilities of the concern were stated to be \$117,000 and the assets \$202,000, including real estate valued at \$150,000 on which mortgages amounting to \$99,651.40 were held.

The concern has an authorized capital stock of \$150,000 of \$100 par value. The officers are: Rudolph Roehrs, president; Kurt Roehrs, vice-president; Thomas Latham, treasurer, and Frank M. Clute, secretary.

E. W. Neubrand, of Scarborough, who is connected with the **Pierson Nurseries**, Tarrytown and Scarborough, N. Y., and James MacDonald, of Tarrytown, were judges at the Horticultural Show, sponsored by the Central Committee of the Combined Garden Clubs of Yonkers and Hastings, N. Y.

During the fine weather last month Bay State Nurseries, North Abington, Mass., made an extensive exhibit of Nursery stock at the Copley-Plaza, Boston, in conjunction with the exposition of the Associated Industries of Massachusetts.

X rays, acting on a seed, have changed the resulting plant from an annual to a perennial, the United States Department of Agriculture reports.

O. Joe Howard announces that he is in business for himself in Hickory, N. C., wholesaling Nursery stock and peach pits.

A florists' paper announces that it has been advised that the official publication of the American Association of Nurserymen has been discontinued.

Glue for Red Spider

"Several years ago it was demonstrated that glue would kill red spider on evergreens. Tests at Ohio State University, Columbus, show that glue will act likewise on carnations, snapdragons and many other plants in the greenhouse. It acts by cementing the insects to the foliage, causing slow death to the adults and preventing the eggs from hatching. It is non-injurious to foliage, cracking off upon drying and leaving the pores free to function as usual. The killing of red spiders, mites, thrips and aphids has been accomplished."

"The dosage is as follows: Dissolve one pound of powdered glue in five gallons of hot water. Cool off and spray thoroughly so as to cover the insects. In a day or two, apply a fine syringe to the foliage; the glue becomes softened and a second killing is made. The spray is cheap and effective."—Alex Laurie

Nurseryman Practices Publicity

The State of Texas has no need of a publicity agency; its enterprising citizens are doing the work very well. Just as the discovery of a horned toad, buried alive generations ago far below the surface was in danger of being forgotten, Joe Fitzgerald, of Fitzgerald Nurseries, Stephenville, Tex., attained world-wide notice by his letter to Time magazine, Oct. 26 issue, describing the remarkable success of his school for frogs before it came to an untimely end. It will be remembered that it is the Fitzgerald Nurseries that promulgated the plan of planting pecan trees horizontally in a trench six inches deep, bending the upper end of the tree so that the tree would be in the form of a steel square, the purpose being to enable the tree to benefit by the surface moisture in a dry land.

A. A. N. Proceedings

A. A. N. Proceedings—Official proceedings of the American Association of Nurserymen in 56th annual convention in Detroit, Mich., July 21-23, 1931, have been issued in a book of 194 pages under the direction of Secretary and Traffic Manager Charles Sizemore, indexed, with portraits of officers and executive committee and containing a copy of the constitution and by-laws and a list of the 551 members, a decrease of 62 for last year.

Against the Jap. Beetle—Eight tons of arsenate of lead, sufficient to treat 32 acres of land in eastern section of Erie, Pa., have been ordered, and detailed plans have been laid by the bureau of plant industry, Pennsylvania Department of Agriculture, in cooperation with the Federal Department of Agriculture, for the most extensive campaign against an isolated infestation of Japanese beetles ever attempted in Pennsylvania.

It is announced that the Augusta National Golf Course, headed by the noted Bobby Jones, will occupy the old Berckmans Nursery property in the outskirts of Augusta, Ga.

Obituary

Miss Helene von Oven, Naperville, Ill., Nurseries, died Oct. 22.

W. L. Hall, Orlando, Fla., died last month. He had been associated with his son, James T. Hall, in general Nursery business.

Frank C. Edwards, president of Coe, Converse & Edwards Co., Nurserymen, Fort Atkinson, Wis., with which concern he had been associated for half a century, died Oct. 3, aged 76. He had served as mayor of Fort Atkinson, was a 32nd degree Mason and ac-

Special Reports on Trade Sales and Prospects

Ample Stock in All Lines—Prices Lower Than in Years—Sales Much Below Normal—Small Operators and Unusual Outlets Have Affected Business

Stock In Demand for Spring

Bridgeport, Ind., Oct. 16—There seems to be ample stock of all lines of Nursery goods this season. There is a fair demand but not as usual for stock in quantity or carload lots. Prices are lower than they have been in several years, making it necessary to sell considerably more stock to do the same amount of business as a year ago.

There seems to be quite an active demand for stock for spring at this time.

In our section several small Nurseries are going out of business and they are demoralizing the market with low prices on evergreens, but from present indications we will not have to contend with this situation in the spring, at least from Nurseries in our own section.

C. M. HOBBS & SONS, INC.

General Surplus Indicated

York, Neb., Oct. 13—We are located in an agricultural district and when the farmer prospers we prosper; when the farmer loses we lose.

If anybody can tell us when the price of farm products is going to be increased we will know when the Nursery business will show an increase.

There is going to be a surplus in practically everything next spring.

HARRISON NURSERY CO.
E. H. Smith, President

Tonnage Ahead of Fall 1930

Painesville, O., Oct. 17—Growing conditions have been ideal here at Painesville the past summer; in fact, we have enjoyed one of the best in our history. The total of our advanced sales is not up to last year; however to date our tonnage shipped is ahead of fall 1930.

The general wholesale dealer has not been buying ahead as in former years. General conditions have not warranted carrying a heavy stock. On the other hand prices are the lowest in years. The public

demands quick service, and the dealer who stocks a conservative list is in a position to make real profit.

General production of quality goods is less than usual in this area; and, with anywhere near a normal demand, a good many items will be scarce before the spring shipping is over. We feel that, with the most complete line of Nursery products the Storrs & Harrison Company has ever had to offer, our outlook is favorable for a good spring business, and that although we don't look for a big boom, we may expect a general upward trend as soon as the season opens in spring 1932.

The opportunity is there for the firm or individual who is energetic and enterprising.

STORRS & HARRISON CO.
H. S. Chard, Sec'y. and Sales Mgr.

Effect of Unusual Factors

Westminster, Md., Oct. 12—Up to the present date fall business has been very much below normal, in fact not up to what we had anticipated. Last spring we had an exceptionally fine business even much better than we anticipated. We have reason to believe that the present financial depression is affecting business for fall very greatly. Furthermore quite a surplus has been created within the last six to ten years by small growers and florists who have gone into the Nursery business who are now offering their supply in every way thinkable to dispose of same. Even the commission merchants in the cities are selling their products. Roadside places and in our small towns and cities truck loads of evergreens, etc., offered at auction at prices, of course, that are way below cost of production in most

cases. The better class of stock is not offered in most cases, but there are some very good junipers such as Pfitzerianas, Juniper Irish, Juniper stricta, etc., including Mugho pines and Thuya berckman's golden, pyramidalis, american and orientalis.

This mode of selling together with the department stores, is rather demoralizing things. We hope, however, that conditions will soon improve by spring.

We are enjoying a fair landscape trade together with some wholesale. Weather conditions have been excellent. Had a splendid growing season. The stock made up nicely. There seems to be plenty of deciduous shrubbery, commoner varieties of evergreens and California privet, lighter grade shade trees including Lombardy poplars, Oriental planes, Norway maples, etc.

THE WESTMINSTER NURSERY

Small Fruits Prospects

New Carlisle, O., Oct. 12—Our fall season has opened about normal on small fruit plants. Prospects for this class of stock look quite promising.

From the retail standpoint there is considerable interest shown in ornamentals and evergreens, but to date sales have not been heavy. Prices to wholesale trade in this department are quite low and buying not very active.

We anticipate at least a good normal business in the spring.

W. N. SCARFF'S SONS
H. N. Scarff

Hogansville, Ga., Oct. 20—Local business conditions have a tendency upward. Demands for lining-out stock very good. Demands for transplanting sizes picking up. Shipping season opened here the 15th of this month. Our list consists of ornamentals and is well balanced. Wholesale orders beginning to come in now.

HOGANSVILLE NURSERIES
John Wilkinson, Prop.



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company
Advertising for Nurserymen
430 Union Bank Bldg. Davenport, Iowa

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TRADE MARK
THE ORIGINAL ELASTIC PARAFFIN COATING FOR
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Grafting and Budding.
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Collector and Supplier of
TREE & SHRUB SEEDS
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Seeds of Conifers, Trees, Shrubs & Fruits
You will save money by placing your order
for TREE SEEDS with me, and you will obtain
the best results. The seeds are harvested directly
by my Firm, and are ready for shipment direct
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delay.

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Best Quality—Lowest Prices—Reliable Service

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\$1.40 Per Issue
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200 Acres of Choice Nursery Products		

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Nice Fall Business Both Wholesale and Retail

Says Sherman Nursery Company—Fair Volume of Business Says Mount Arbor—Orders Coming Fairly Well Says Hillenmeyer—Might Be Worse, Chase

Charles City, Ia., Oct. 24—We are enjoying a nice fall business, both in our wholesale and retail departments.

Orders for spring delivery are not up to standard, but with our large force of efficient retail salesmen and landscape architects we expect to build up our business to normal amount before shipping season opens next spring.

We experienced a very dry summer, but have been fortunate in receiving an unusually fine amount of rainfall this fall.

SHERMAN NURSERY COMPANY
C. C. Smith, Sec'y.

Buying Conservatively, Necessary

Shenandoah, Ia., Oct. 24—We are having a fair volume of business; as good, I think, as we could expect under the prevailing conditions. So far there are no indications of any shortages of importance. Buying is being done very conservatively which is essential under the present conditions for a well managed business.

We are hoping for better conditions by spring and improved collections.

MOUNT ARBOR NURSERIES
E. S. Welch, President

Volume Better Than Last Season

Lexington, Ky., Oct. 12—The weather remains warm and dry. With the coming of favorable weather we anticipate a pretty good retail demand for Nursery stock. Orders are coming in fairly well with the mailing of our catalogues. Volume of these is small but much better than last season. This is explained by the fact that we had an unprecedented drought last year.

Wholesale demand remains dull. Prob-

ably with planting season this end will improve. We look for a good but not unusually heavy fall season. Taking everything into consideration we are getting our share of the business, but by very hard work.

HILLENMEYER NURSERIES
Walter W. Hillenmeyer

Adjust to Meet Conditions

Chase, Ala., Oct. 12—Quiet; sales below normal and at reduced prices; but it might be a lot worse.

We have a feeling that the Nursery trade will begin to show life now directly and that we are all going to have a fair business in spite of depression and hard times that we hear so much about.

We must all "adjust to meet conditions as they are" and this process of adjustment is going on every day in every line—or should be. Are you adjusting? We are trying to.

CHASE NURSERY COMPANY
H. B. C.

Conditions Improving

Romeo, Mich., Oct. 22—As we handle principally ornamental stock for the landscape trade, and as there is no building in this section, the prospects are rather limited for fall. It is a little early to tell what the spring will bring forth, although we do not look for any sudden rush in business.

Conditions seem to be improving somewhat. Ornamental stocks are quite plenti-

ful, including evergreens and deciduous plants, as this has been a good growing season. We are well supplied with stock of all kinds and could fill a large number of orders.

THE PONTIAC NURSERY COMPANY
B. J. Manahan, Manager

Ask Nurserymen to Aid Exploration—A plea for financial assistance from the Nurserymen of the state to enable the University of California to secure the services of Dr. Joseph Rock, plant explorer of China and Thibet, in securing for California rare rhododendrons and other plants, was made by Dr. T. H. Goodspeed, curator of the university botanical gardens. At the convention of the California Association of Nurserymen, in Watsonville, Doctor Goodspeed said that \$8,000 would enable the university to complete arrangements.

Nursery Notes For Ohio Nurserymen—The first issue of Nursery Notes, a mimeographed leaflet, prepared by L. C. Chadwick of the Department of Horticulture, Ohio State University, will appear early in November. The aims of this leaflet are to bring together the latest information on timely topics of interest, to help solve the Nurserymen's problems and to bring about a more friendly relationship among the Nurserymen of the state. A mailing list has been made up to include all Nurserymen in the state devoting over five acres of land to the production of Nursery stock.

A Friendship Offer to Our Fellow Nurserymen

FIFTY YEARS' continuous and successful experience in every phase of the Nursery business has taught us many valuable lessons.

This knowledge not only embraces the fundamental principles of plant culture, but also includes the important function of service to the public—a service which we have developed to a standard that has attracted country-wide attention of fellow Nurserymen.

If you, as a Nurseryman, have never been numbered among the hundreds of fellow workers who have visited our Nurseries at Painesville, we want you to consider this message as a Friendship Offer to visit us at any time it is convenient to you. Our interest in the Nursery business is not self-centered, if we have solved problems—overcome obstacles—which now confront you, we'll gladly and freely give you the result of our vast and varied experiences.

The Cole Nursery Company
Painesville, Ohio

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EVERGREENS
CONIFERS
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Specialties

Amoor River North Privet, 2 yr., 2-3 and 3-4 ft., well branched.
Bungei Catalpa, 4½ to 8 ft. stems.
Lombardy Poplar, 5-6 to 10-12 ft.
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Lonicera Bella Albida, 2-3 to 5-6 ft.
Deutzia Pride, 2-3 to 5-6 ft.
Forsythia Asst., 2-3 to 4-5 ft.
Elders Asst., 2-3 to 4-5 ft.
Cornus Asst., 2-3 to 4-5 ft.
Tamarix Asst., 2-3 to 5-6 ft.
Purple Wisteria, 2 & 3 yr.

EVERGREENS—Biotas and Junipers, in good supply.

Long List of Ornamentals in generous supply.

Conditions In the Italian Tree Seeds Market

Scarce Sale—Normal Production For Nearly Every Species—Scarce Ingathering in Consideration of Small Demand—Will the Orders Arrive Too Late?

By Arturo Ansaldi, Tree Seedsman and Nurseryman, Bologna, Italy

In my articles published in the April 15 and Sept. 1, 1931 issues of the *American Nurseryman* I have demonstrated the important place which Italy occupies as a producer and exporter of tree seeds for the countries of Northern Europe (France, Austria, Germany, Denmark, etc.). They are the conifer seeds of the high mountain ranges (*Picea excelsa*, *Larix europaea*, *Abies pectinata*, *Pinus* in different species) harvested in the Alpine forests at a height of over 1000 metres (4000 feet, about), (a cold region where the medium annual temperature is below 6° C., the medium temperature of the hottest month is 14° C. and the medium temperature of the coldest month is 3° C.) and those of conifers of the Mediterranean region (*Pinus pinea*, *P. maritima*, *P. halepensis*, *Cupressus sempervirens*, etc., etc.) harvested at an elevation of from 2 to 500 metres in Central Italy (where the climate is from the "Castanetum"—warm spot—to the "Lauretum," that is from the temperate zone of the deciduous trees and shrubs, to that of the evergreen oak and laurel) and even those of the conifers cultivated in the parks of the lakes region of Northern Italy and at the foot of the Northern Appenine, in the neighborhood of Bologna, (*Abies cephalonica*, *A. cilicica*, *A. nordmanniana*, *A. pinsapo*, *Cedrus atlantica*, *C. Deodara*, *C. Libani*, *Chamaecyparis*, *Cryptomeria*, *Cupressus* in different species, *Juniperus virginiana*, *Libocedrus decurrens*, *Pinus excelsa*, *P. strobus*, *Sequoia sempervirens*, *Taxodium distichum*, *Taxus baccata*, *Thuja gigantea lobbi*, *T. occidentalis*, etc., and other species). Besides those already named we must remember various sorts of fruit stones, and the seeds of very numerous deciduous and evergreen trees and shrubs.

All these seeds do not this year find an easy placement. In former years 60% of the product of the seeds effected during a season was sold during the summer (July, August, September). These were the months during which the French, Austrian, German merchants came into Italy to make important purchases. During the months of September copious orders were received also from Germany, Denmark, Czechoslovakia and from the United States of America so that at the end of September the most important sales were already effected. Whereas as this year at the end of September the sales effected to merchants as also those

effected directly to Nurserymen are greatly inferior to those effected in former years.

It appears to me that the causes of this falling off in the sales at the present moment are numerous, that is to say:

1. Scanty sowing on the part of Nurserymen;
2. Existence in stocks of some part of 1930 ingathering;
3. New harvest promising to be good for nearly all kinds, the merchants fearing to run short have not bought in advance;
4. General crisis which has a repercussion even on horticulture in general.

I have arrived at this conclusion after having made minute inquiries in every harvest district. It is not to be thought in any way that this depends on a changed direction that the buyers may have chosen to furnish themselves and that is that the orders for tree seeds go to countries of North Europe in preference to us in Italy, as certain persons believe. I wish to quote certain phrases of some letters received by my firm. I have been convinced by these that the causes of the diminished sales of tree seeds up to this date are those above mentioned and not on account of the placing of orders in the North Europe in preference to with us.

A firm passing for the best in Austria on Sept. 4, 1931 wrote me as follows: ". . . during the last few days we have sent our price lists to America, and we will receive no orders for three weeks. But we fear that even these will not be numerous because even in America the economical situation is far from favorable and in the second place you with your advertising have been able to supplant us in the American business for which we have required Italian seeds. We are not sure whether you have a great advantage in it, since the quantity is always the same; the only difference is that we are eliminated as middlemen and we no longer earn anything."

A well known seed merchant in Atlanta, Ga., wrote me as follows: ". . . We found that we could not place an order with you this year for *Cedrus deodara* because we had to buy from a concern which owed us quite a bit of money and this was the easiest way to balance accounts. We are sorry about this because your price was lower and we believe that indirectly we shall receive your seed just the same because we found your tags in former seasons in shipments coming from that firm."

Another German firm, writes under the date of Sept. 2, 1931: ". . . our orders shall follow as soon as possible. Until now the demand is very slow."

And at last, another seedsman from Griffin, Ga., ". . . Last season in a bag of seeds of *Cedrus deodara* which I purchased in Austria, I found your tag, bearing your name and address. This season, I should like to place an order with you for 25 kilograms *Cedrus deodara* at your best prices . . ."

There are not many forest seed establishments in Italy but there are collectors spread over almost every region each of

whom specialize in the gathering of a determined species, and he gathers as much as may be ordered and as fast as gathering remains possible.

I think that if the demand for tree seeds of summer and autumn gathering should arrive within a few months the quantity available will be small because the generality of collectors will not run risk, and they are convinced that they will immediately sell the seeds of the present gathering at a low price, but do not like to gather seeds when there are 25 chances against 100 of a remunerative price in February (at the moment of sowing) and 75 chances against 100 of being obliged to destroy in April for want of placement.

I effect prudent ingatherings; and, for a normal demand, the provision of various species one may hope will suffice.

Edison Rose His Favorite

Among the magnificent display of flowers at the funeral of Thomas A. Edison, proud products of the leading florists of the country, tribute from those whose names are known in every home, was an unassuming spray of two dozen beautiful pink roses.

There is a story of that spray that goes back to an experimental garden in West Grove, Pa., in the summer of 1929. Robert Pyle, head of Conard-Pyle Co., had imported a new rose from France. Something about the sturdiness apparent under the incandescent delicacy of its flower, perhaps the promise of prolific bloom reminded Mr. Pyle of the great inventor. He wrote Mr. Edison asking if he might name the rose in his honor. No one who knew Mr. Edison's love of flowers could have doubted his pleased and gracious consent.

Regarding the bushes that were sent him for his own garden, Mr. Edison's secretary wrote this past summer that they were "all doing beautifully" and that Mr. Edison was taking great enjoyment in his roses.

Mrs. E. E. Bolen, who with her husband operates the Bolen Nursery & Orchard Co., Lucedale, Miss., was in charge of a state fair exhibit, which had as its feature this year *Camellia japonica*s. Forty varieties of *japonica* are produced by the coast Nursery. Many types of evergreens were on display as well as Japanese persimmons, pecans and other orchard products.

Colorado Blue Spruce

(shiners) and

Black Hill Spruce

from 3 to 20 feet.

Fine specimens for landscape work

At Reduced Prices

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Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford Delaware

HORTUS, by L. H. and E. H. Bailey. The Last Word on Plants. A dictionary in the true sense of the word, with information on 22,000 genera, species and varieties of ornamental, fruit and vegetable plants in cultivation in North America today; 652 pages, 35 illustrations; \$10.00 postpaid. American Nurseryman, Rochester, N. Y.

"I Started as a Nurseryman"



Anthony Mazzetti

Anthony Mazzetti of Tuckahoe, N. Y., writes: "Your lessons were a great help in gaining the position I now hold. I started as a nurseryman but now I am a landscape salesman receiving a far bigger salary. I thank you for the wonderful attention you gave during my course of study, and as a graduate of your school, I recommend it very highly."

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OUR PITS COMPARE FAVORABLY

WITH THE BEST

HOGANSVILLE NURSERIES

Hogansville, Georgia

AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

Preserved Fruits Like Fresh

The New York State Experiment Station, Geneva, N. Y., during the producing season just closed has prepared to test out thousands of samples of fruits preserved by the freezing process.

The principle involved is to subject the material to very low temperatures which freeze the product so quickly that the cells are not destroyed and hence do not burst as is the case where foods are frozen at ordinary cold storage temperatures. This results in the product retaining its normal texture, flavor, and appearance upon thawing. A temperature of 45° below zero was employed in the station tests, with exposures of from one to two hours.

It is expected that when the process is perfected the consumer will be able to purchase frozen foods 24 hours in advance of the time wanted for the table, place them in an ordinary refrigerator at 40°, and find them ready for use in exactly the same state as the fresh product. Much remains to be done experimentally before the process can be put to general use, say the station specialists, but it is believed to be quite promising.

Nurserymen who believe in practical signs will do well to consider what such results as are forecast above may mean in the revival of strong demand for fruits—and consequently demand for Nursery stock for orchard and field planting.

New Maraschino Cherry Process

A process by which the 27,900 tons of Royal Ann and other white cherries produced in the Pacific Northwest each year may be converted into maraschino cherries to replace the 70,000 barrels of this product annually imported into the United States has just been perfected at Oregon State College. The process is the result of two years of research by E. H. Wiegand and D. E. Bullis of the horticultural products division of the experiment station.

Most of the maraschino cherries used in the United States heretofore have been imported, while those manufactured here have been processed under secret formulas. The new process is believed to be an improvement over these.

During the experiment, hundreds of tests were run to determine the best bleach, the best hardening solution, and methods of cutting down the loss from cracking. Bullis and Wiegand are now working on a method by which the entire process of bleaching, hardening, dyeing and flavoring can be completed in the original barrel, thus avoiding loss from damage in handling the product. It is stated that the new process has been put into commercial use on a small scale already with complete success by three Oregon plants.—California Cultivator

Betsy Ross Rose—Secretary Robert Pyle, American Rose Society, announces this hybrid tea, sport of Talisman.

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Northern Nut Trees Thrive in Orchard Form

As Shown in Convention Addresses in Geneva, N. Y.—Definite Encouragement to Nurserymen to Study Possibilities of Developing Active Demand for Trees

Twenty-second annual convention of the Northern Nut Growers Association was held at the New York State Agricultural Experiment Station, Geneva, Sept. 14-16. Members were welcomed by Director U. P. Hedrick of the station who invited all present to make themselves at home, inspect the station grounds generally and the nut tree experimental plots in particular, asking questions freely. The Geneva station work is of research order, there being no students. Specializing in fruit and vegetable development is the prime object of the station. The intention is to do much more in the breeding of nuts. "Half of New York State is in uncultivated land," said Dr. Hedrick; "much of this might profitably be planted in nut trees. I have suggested to our reforestation authorities the desirability of including hard wood nut trees to greater extent than is done at present."

Addresses of Prime Importance

Formal papers on subjects of prime importance in edible nut culture were presented and discussed, as per program announced in the last issue of this journal.

Outstanding, because of their practical character as showing highly successful results of planting the named varieties of northern nut trees were the papers by Secretary W. G. Bixby on "Yields of Black Walnuts;" J. F. Wilkinson, Rockport, Ind., on "Bearing of Nut Trees in the Middle West;" Clarence Woolbright, Elnora, Ind., on "Pecan Growing in Indiana," and C. A. Reed, U. S. Department of Agriculture on "Kinds of Nuts for Northern Planting."

In each of these papers was shown the results attained by planting in commercial orchard form the varieties of nut trees

which are the result, largely at least, of the earnest endeavor of members of the Northern Nut Growers Association to improve native nut trees—the main object of the association for years.

These results are a source of satisfaction to the growers, of outstanding gratification to the persistent workers in the association and of the greatest encouragement to Nurserymen to consider special study of the

pressed appreciation of the courtesies of Director Hedrick of the station and his associates, of the contribution to the program by the speakers, the exhibitors and the association officers and of the work of the official journal in behalf of the association.

In the opinion of Mr. Greene no convention of the association had approached this one in the importance of the papers presented and the discussions thereon.

Field Secretary Zenas H. Ellis, Fair Haven, Vt., was elected representative of the association at the International Congress of Horticulture in Paris, France, May 30-June 10, 1932.

On the third day of the convention automobile trips were made to the Wyckoff Farm, Aurora, N. Y., owned by O. H. Kenyon where 100 seedling English walnut trees are bearing a good crop, as they did last year. The trees are 11 and 18 years old, an excellent example of what this kind of tree will do under favorable conditions. At Ithaca, N. Y., a number of varieties of nut trees in Cornell University orchards were shown by Prof. L. H. McDaniels. The members also inspected the work of S. H. Graham a few miles west of Ithaca in production of nuts. Mr. Graham has discovered one or two black walnut trees of promise.

Government Eradication Appreciated—A check for \$220.94 as indemnity on his cattle which reacted to the tuberculin test was endorsed and returned to the New Hampshire State Department of Agriculture by George C. Clark, a cattle owner of Plymouth, N. H. In declining to cash the check Mr. Clark stated that he would like to donate the sum to help carry on the work of eradicating tuberculosis from the cattle herds of the state. Mr. Clark also wrote to Dr. E. A. Crossman, federal inspector in charge of tuberculosis eradication in New Hampshire, and expressed a desire to cancel claims to federal indemnity for the reactors in his herd. Both the state and federal government officials regard this case as an outstanding example of a public-spirited cattle owner eager to aid in the nation-wide campaign to eradicate bovine tuberculosis.

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LITERATURE

The Modern Nursery: A Guide to Plant Propagation, Culture and Handling; by Alex Laurie and L. C. Chadwick, professors of Horticulture in Ohio State University. Cloth, 8 vo. pp. 494, illustrated; \$5. Rochester, N. Y., American Fruits Pubg. Co.

This manual of Nursery practice is the result of belief that much statistical and other information recently made available should be compiled in convenient reference form, together with recorded practice in the Nursery industry which has met in large part problems arising in modern experience. The information presented, say the authors, has been gleaned from personal experiences and experimental work as well as from actual practice of prominent Nurserymen throughout the United States. The statistics of the industry were furnished by the American Association of Nurserymen from a survey conducted by the L. W. Ramsey Company.

The scope of the work is clearly indicated by the chapter headings of which there are 19. Included are these.

- The Nursery Business
- Status of the Industry
- Location and Layout of Nursery
- Tools. Structures for Propagation
- Soils. Fertilizers. Reproduction
- Propagation by Seed
- Vegetative Propagation
- Propagation of Special Plants
- Propagation of Florists' Crops
- Propagation of Herbaceous Perennials
- Cultural Practices. Nursery Pests
- Storage, Packing and Grading
- Office Management. Marketing
- Laws, Quarantines, Plant Patents

The value of illustrations is fully recognized in the manual, there being more than a hundred of these amplifying the text. In addition there are 52 tabulations of figures bearing upon the processes described.

All of which indicates the practical treatment of the subject.

The fascinating prospects of the Nursery business, the possibilities for sale of Nursery stock, anticipation of future demands, trend in the product as to style and color, specialization, method of merchandising, etc., are discussed in the opening chapters; together with the status of the industry as indicated by the recent survey referred to. In this connection the figures resulting from the special horticultural census just reported upon by the U. S. Department of Commerce are of value.

More than 460 pages, the body of the manual, are devoted to Nursery practice from the layout of the Nursery, through the processes of propagation, to handling the product in distribution. It is a working manual suited to reference by the long experienced and close study by younger operators; a citation of more or less standard practice up to the present time and a source of information on subjects more or less familiar, for definite statistics or other facts.

"The Modern Nursery" is a highly valuable compendium of up to date information on the practical operation of a Nursery; as such it will be welcomed throughout the trade. No matter what literature a Nursery concern or an individual Nurseryman may have in his office or home library, "The Modern Nursery" should be added.

Horticultural census returns on Utah show 15 Nursery concerns reporting, occupying 153 acres; value of land and equipment \$95,778; 106 persons employed at any time in 1929; total receipts from sales of Nursery stock grown in Utah, \$109,909.

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Should Drop the Japanese Beetle Quarantine

Says Eastern Nurserymen's Association Through Official Communication by Secretary E. H. Costich—Radically Unfair Discrimination in Enforcement Is Cited

Secretary E. H. Costich, of the Eastern Nurserymen's Association, has sent the following communication to Berne A. Pyke, Commissioner, Department of Agriculture and Markets, Albany, N. Y.:

"We believe that the Japanese Beetle Quarantine has been carried far enough and should be dropped.

"The Plant Quarantine and Control Administration admits that the spread of the beetle cannot be halted but only retarded. The constant spread of the beetle despite the quarantine and the fact that farm products and Nursery stock are not allowed to move out of the area while the movement of trains, trucks, boats and airplanes goes uninspected is a discrimination that no organized industry of any size would stand for a minute.

"Almost every new infestation can readily be traced to freight or mail trains, trucks and touring cars and coastwise boats.

"Because of the road inspection in the metropolitan areas the public is beginning to realize that there is a quarantine. In traveling up the Albany Post Road this past summer the writer saw the pile of corn and other vegetables, flowers and even water melons taken from travelers by the corn borer and green beetle officials. Some of this material was purchased just south of Fishkill by unsuspecting travelers. Such advertising of a quarantine will soon furnish the public opinion necessary to wipe it out.

After the Japanese Beetle Quarantine had been in effect for several years, the Plant Quarantine and Control Administration made the statement that if the Quarantine for Green Beetles did not prove effective it would be removed. This experiment, which has cost millions of dollars for enforcement and more in loss of business to plant and vegetable growers, has been unsuccessful and should be repealed. Successful orchardists and truck growers in the heavily infested area have testified that no additional spray is necessary to control the pest. We admit it does some damage, but it can be controlled and it would have been before

this had the money spent to scare the public been spent in an effort to find methods of control. Now we must learn to live with it and the sooner we make up our minds to do that the better.

E. H. COSTICH

In connection with Secretary Costich's communication, it is of interest to note that at the recent hearing in Washington state agricultural officials and horticultural representatives demanded a thorough revamping of the Japanese beetle quarantine to make it 100% effective or its abandonment. State Entomologist T. J. Headlee, of New Jersey, said that the quarantine has not served to check the spread of about 40 miles a year, although undoubtedly it has prevented the beetle from making long jumps. He recommended abandonment of the quarantine so far as short distances are concerned as a "useless expenditure of public funds," but agreed to its retention as a guard against long-distance spread. By extending the quarantine line to the outposts of beetle spread, he said, money and hardship would be saved. Distribution of the beetle by train could not be controlled, it was admitted by Chairman Strong of the administration. The economics of the subject was emphasized by William Flemer, Jr., representing the A. A. N. He said: "We feel that a reasonable area should be given for the shipment of Nursery stock from within the zone because we believe it is not affording a means of distributing the beetle." He asked that the A. A. N. legislation committee be advised of proposed action before it is taken. The quarantine was not extended to cover points in Ohio and S. Carolina.

An opportunity in the utilitarian field for Nurserymen is the production, in the second story of three-story agriculture, of golden rod plants, strong demand for which in the future is indicated by the announcement that Edison's last experiments yielded rubber from the plant in sufficient quantities to warrant commercial exploitation.

Orchids valued at \$600 were sent by Thomas Young Nursery Co., Boundbrook, N. J., to a St. Louis, Mo., evening school to demonstrate proper use and latest ideas in horticultural decoration.

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Trees, Vines and Shrubs for Checking Erosion

Kind of Nursery Stock Needed According to H. H. Bennett, in Charge of Soil Erosion and Moisture Conservation Work, U. S. Bureau of Chemistry

Editor American Nurseryman:

Relying to your inquiry of Sept. 30 about trees, vines and shrubs suitable for checking erosion in various parts of the country, we are finding that black locusts are very helpful in checking the advance of gullies in many parts of the country. Just now they are doing particularly well in northern Missouri, and I suspect their use could be extended across Iowa, if not still further north. Buck-brush (of the Missouri type) is also promising in connection with the slowing down of erosion about the heads of gullies. Willow trees are also good for use in the bottom of gullies where there is enough moisture to get them off to good growth.

Honeysuckle is working very nicely from the latitude of Dayton, Ohio, southward. This vine has proved the most effective in connection with control of erosion on the downstream side of the dams of the Miami Conservancy (Dayton, Ohio). We have not determined just how much further north honeysuckle can be used.

Sweet Clover is a particularly good plant for use about the heads of advancing gullies wherever the soil has a good content of lime carbonate.

In the drier regions to the west any shrubs that grow in any density are useful for slowing down erosion in overgrazed areas.

We are putting under experimentation a large number of soil conserving grasses and plants like sweet clover, trees, shrubs

and vines, but as yet we have not carried the experiments to the point of definite conclusions. I presume you understand that we have only recently started our soil erosion experiment stations.

H. H. BENNETT

In charge soil erosion and moisture conservation investigations

Bureau of Chemistry
and Soils, U. S. D. A.

Wicner Brothers Nursery, Port Richmond, Staten Island, N. Y., recently landscaped new apartments at Fairview Heights. One feature of the colorful decorations is a red barberry hedge which runs down the path on either side of the rock-garden at the entrance of the apartment building.

At the age of 73, Dr. L. O. Howard, for 50 years in public service, has retired from his position as entomologist in the U. S. Dept. of Agriculture.

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"Nurserymen do not recognize the fact that there is reduced demand for Nursery

stock as in all other lines," said a well-known Nurseryman last month. "They do not use common sense sufficiently to see that they could get a fair price for such material as is being used in this period of light demand. The Nurserymen all might better sell one dollar's worth of plants at a fair price than two dollars' worth at half price.

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and
L. C. CHADWICK

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usual nurseryman may have in his library, *The Modern Nursery* should be added."

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Cash in advance required for postage stamps or other material supplied by us

*Special Mailing Charge—In cases where extra labor is required in order to conform to special government postal laws and regulations (Section 435½ P. L. & R.) as to sorting, etc.—\$2.00 per M extra.

Matter may be sent to us folded; Government stamped envelopes may be used; thus eliminating folding and stamping costs at this end.

Exclusive, Comprehensive Lists. Time Saving. Your Mailing Problem Solved. AMERICAN FRUITS PUB'G. CO. P. O. Box 124 Rochester, N. Y.

Special Price List of HILL'S EVERGREENS

NEW LOW PRICES

Here are some items offered at greatly reduced prices, to stimulate business. A great many are choice grafted forms. Sizes are mostly for lining out, but some are ready for landscape work.

Prices will continue only until our surplus is reduced. Delivery this fall or next spring.

This offer is for wholesale lots. Prices apply only on quantities as follows:

25 or more in balled and burlapped items.

250 or more in clean root items on any one variety and size.

	Size	100	1000		Size	100	1000
Juniperus chinensis	o 6-8 in.	\$ 20.00		Pinus nigra	x 8-10 in.	\$ 50.00	
" "	o 8-10 in.	25.00		" "	x 10-12 in.	70.00	
" "	xx 12-18 in.	100.00		" "	xx 10-12 in.	120.00	
" "	xx 18-24 in.	150.00		B&B xx 1½-2 ft.	40.00		
" "	B&B xx 1½-2 ft.	30.00		B&B xx 2-3 ft.	60.00		
" "	B&B xx 2-2½ ft.	65.00		B&B xxx 2½-3 ft.	100.00		
Juniperus chinensis albovariegata	B&B xx 10-12 in.	40.00		B&B xxx 3-3½ ft.	150.00		
" "	B&B xx 1-1½ ft.	50.00		Pseudotsuga douglasii	xx 8-10 in.	60.00	
Juniperus chinensis pfitzeriana	xx 8-10 in.	80.00		" "	xx 10-12 in.	80.00	
" "	xx 10-12 in.	100.00		" "	xx 12-18 in.	180.00	
" "	xx 12-18 in.	200.00		" "	xx 18-24 in.	280.00	
B&B xx 1-1½ ft.	35.00		B&B xx 1-1½ ft.	40.00			
B&B xx 1-2 ft.	50.00		B&B xx 1½-2 ft.	50.00			
Juniperus chinensis pyramidalis blue	B&B xx 1½-2 ft.	60.00		B&B xx 2-3 ft.	75.00		
" "	B&B xx 2-2½ ft.	75.00		Thuya occidentalis	xx 6-8 in.	40.00	
" "	green. B&B xx 1-1½ ft.	40.00		" "	xx 10-12 in.	60.00	
Juniperus communis depressa	xx 8-10 in.	100.00		Douglasii aurea	xx 10-12 in.	75.00	
" "	xx 10-12 in.	120.00		" " pyr's	xx 6-8 in.	75.00	
" "	aura	6-8 in.	120.00	Thuya occidentalis Little Gem	xx 6-8 in.	80.00	
" "	" "	xx 8-10 in.	180.00	Thuya occidentalis pyramidalis	xx 8-10 in.	50.00	
" "	" "	B&B xx 10-12 in.	50.00	" "	xx 10-12 in.	75.00	
Juniperus excelsa stricta	xx 8-10 in.	100.00		" "	xx 12-18 in.	200.00	
" "	xx 8-8 in.	50.00		" "	xx 18-24 in.	250.00	
" "	xx 8-10 in.	75.00		B&B xx 1½-2 ft.	40.00		
B&B xx 12-15 in.	50.00		B&B xx 2-2½ ft.	50.00			
B&B xx 15-18 in.	75.00		B&B xx 2-3 ft.	65.00			
Juniperus horizontalis douglasii	xx 8-10 in.	100.00		Thuya occidentalis recurva nana	xx 6-8 in.	50.00	
Juniperus japonica	B&B xx 8-10 in.	100.00		" "	xx 8-10 in.	75.00	
Juniperus sabina	B&B xx 10-12 in.	50.00		Thuya occidentalis rosenthalii	xx 6-8 in.	40.00	
" "	xx 6-8 in.	80.00		" "	xx 8-10 in.	50.00	
" "	xx 8-10 in.	100.00		Thuya occidentalis wareana	xx 6-8 in.	50.00	
B&B xx 10-12 in.	35.00		" "	xx 8-10 in.	75.00		
Juniperus sabina horizontalis	xx 6-8 in.	100.00		Thuya occidentalis woodwardi	xx 6-8 in.	50.00	
Juniperus sabina Von Ehron	xx 8-10 in.	150.00		Tsuga canadensis	xx 8-10 in.	150.00	
Juniperus scopulorum hilli	xx 10-12 in.	200.00		" "	xx 10-12 in.	250.00	
" "	B&B xx 1-1½ ft.	50.00		B&B xx 2-2½ ft.	75.00		
B&B xx 1½-2 ft.	75.00						
B&B xx 2-2½ ft.	95.00						
Juniperus squamata moyeri	B&B xx 10-12 in.	65.00					
Juniperus virginiana	xx 18-24 in.	150.00					
" "	xx 2-3 ft.	250.00					
B&B xx 1½-2 ft.	35.00						
B&B xx 2-3 ft.	50.00						
Juniperus virginiana cannartii	xx 12-18 in.	500.00					
" "	B&B xx 1-1½ ft.	65.00					
" "	B&B xx 1½-2 ft.	75.00					
Juniperus virginiana elegantissima	B&B xx 1-1½ ft.	65.00					
" "	B&B xx 1½-2 ft.	75.00					
Juniperus virginiana glauca	xx 12-18 in.	400.00					
" "	B&B xx 1-1½ ft.	50.00					
" "	B&B xx 1½-2 ft.	60.00					
Juniperus virginiana Kosteri	B&B xx 1-1½ ft.	75.00					
" "	B&B xx 2-2½ ft.	80.00					
Juniperus virginiana pyramidifora hilli	xx 8-10 in.	40.00					
" "	B&B xx 1-1½ ft.	60.00					
" "	B&B xx 1½-2 ft.	50.00					
Juniperus virginiana pyramidalis	B&B xx 1-1½ ft.	65.00					
" "	B&B xx 1½-2 ft.	75.00					
Pinus mughus	xx 8-10 in.	100.00					
" "	B&B xx 10-12 in.	40.00					
" "	B&B xx 12x12 in.	75.00					
" "	B&B xx 15x15 in.	100.00					
B&B xx 18x18 in.	150.00						

This offer is for wholesale lots. Prices apply only on quantities as follows:
25 or more in balled and burlapped items, 250 or more in clean root items on any one variety and size.

o—Indicates seedlings. Each x indicates one transplanting.
B&B signifies balled and burlapped.

Send for a copy of Hill's Trade List. Descriptive catalog with illustrations in colors will also be sent on request.

Hill's Evergreen Grafts

FOR SPRING DELIVERY

Famous for Quality and Value

	100	1000
Juniperus chinensis albovariegata (Wh. Leaf Chin. Juniper)	\$25.00	\$200.00
Juniperus chinensis pyramidalis blue (Col. Chin. Juniper)	25.00	200.00
Juniperus chinensis pyramidalis green (Col. Chin. Juniper)	25.00	200.00
Juniperus chinensis sargentii green (Sargent Juniper)	25.00	200.00
Juniperus communis depressa, Vase Shaped	25.00	200.00
Juniperus communis depressa aurea (Golden Pros. Juniper)	25.00	200.00
Juniperus communis depressa prostrata	25.00	200.00
Juniperus japonica (Japanese Juniper) (Procumbens)	25.00	200.00
Juniperus sabina horizontalis (Bar Harbor Juniper)	25.00	200.00
Juniperus sabina von ehron (Von Ehron Juniper)	25.00	200.00
Hill's Silver Juniper	25.00	200.00
Juniperus squamata moyeri (Meyer Juniper)	25.00	200.00
Juniperus virginiana cannartii (Cannart Redcedar)	25.00	200.00
Juniperus virginiana elegantissima (Goldtip Redcedar)	25.00	200.00
Juniperus virginiana glauca (Silver Redcedar)	25.00	200.00
Juniperus virginiana pyramidalis hilli (Hill Dundee Juniper)	25.00	200.00
Juniperus virginiana schottii (Schott Redcedar)	25.00	200.00
Picea pungens kosteri (Koster Blue Spruce)	75.00

D. HILL NURSERY CO.

Evergreen Specialists - Largest Growers in America

DUNDEE, ILL.

